



## Your Identity Creates Your Purpose

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### EXECUTIVE SUMMARY

Identity is a key factor in the growth and purpose of an individual. It can be measured by their character, their drive, their goals, their values, etc. It is often also the main driver towards their goals. This idea is no different within a company setting. Channel Products has created a cultural identity that drives and focuses each employee towards the company goals through individual purpose. When employees feel they are coming into a workplace of collaboration, set values, and a foundational core of concepts to build every decision, interaction, and task, there comes a focused purpose to work together.

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**“The value of identity of course is that so often with it comes purpose.”**

**-Richard Grant**

## Introduction

What is it that drives people to work towards the greater good of a company? What motivates employees to show up to work every day? The common answers are often money, personal growth, a love for what they do, etc. These are all important aspects of business. However, they are centered on an individualistic mentality. So how does a company take the individual drivers and turn them into a common team goal, creating a work force that thrives and performs together like a well-oiled machine? By creating a foundation grounded in cultural identity. In defining and solidifying this identity, it creates a more productive and purposed team.

## What is a Cultural Identity?

An identity is the beliefs, values, and qualities that make a person or organization who they are. This identity is expressed through “We are” or “I am” statements. When claiming to be something, you are accepting it as part of your core character. So how does this apply in a company setting?

Every business has an identity, whether they recognize it or not. It comes through in customer reviews, business interactions within and outside of the company’s walls, and even conversations over lunch in the cafeteria. If there is no clear standard of culture or identity set, businesses run the risk of two things:

1. The people will decide on the company culture themselves – good or bad – through interactions every day. How they speak about their workplace will define the atmosphere. Bad attitudes and unhandled situations could have the opportunity to breed a standard of discontentment.
2. When asked about their workplace and what their company stands for, there could be no direct response. This leaves employees feeling left with no direction; going to and from work every day without a clear purpose – just a task list to finish.

So how can a company guard against this type of thinking? At Channel, we have created a core culture that remains the foundation for every interaction we have and decision we make.

## How do you create a Cultural Identity?

Creating this identity can be a difficult road in the beginning. Who sets the standard? How do you define exactly who you are and where you are going? And finally, how do you communicate this ideal and set it into motion throughout your entire business? At Channel, a few standards were set in the recent years that allowed for a greater focus on who Channel Products is.

We have purposed ONE Team meetings. These gather our team to build on our strengths and discuss our weaknesses together. In one of these meetings, our President asked us, “If you could choose a few words to describe who we are now, what would they be?” She then expanded this by asking, “If you could choose a few words to describe what you would like us to be in the future, what would they be?” This exercise really shed light on our current perception of ourselves and our company in that moment, and how far we were from where we wanted to be as a whole.

Meetings like this one are just a small part of our culture at Channel Products. Other aspects of our culture are our Core Values:

- Integrity ● Customer Focus ● Bias for Action ● Teamwork ● Meritocracy ● Fun ●

These values are our focus and what we live by every day. They were set as the foundational principles as our company began developing a new culture of thinking. Our company moves as a whole, focusing together and pushing forward in the same direction as one entity.

Leadership elaborated on these aspects and made a great point. When discussing our culture with those outside of the company, we describe these common ideas; that we have core values, and that we come together as a team for ONE Team meetings to work on strengthening our internal bond. But these are just actions. They are things that we do to uphold a cultural standard. How then, does a company with these ideals turn them from actions into identity?

Much like “We are” or “I am” statements, a name can give meaning as well. Branding is a common topic at Channel. Our individual branding is how we represent ourselves and our values. Branding as a company is clearly defining who we are as a whole. By not only defining our values, vision statement, individual, and team roles within the business, but also clearly categorizing each of those aspects into branded identities, there comes new purpose. When asked about what Channel represents, there is no longer a need to dig for an answer.

## What are the Effects?

So, what effects does this identity creation have on a business? There begins to be seen a common drive across departments. If a company says they are fast and creates an identity around it, communication begins to take place quicker; sales begin to increase because of a quick moving sales team who provides the customers with the information they need at a faster rate; engineering and the development of products happens at a faster rate due to the increased demand from customers.

These ideals can be set across the board, and each new step taken by mastering one ideal creates the opportunity for a new focus as the team grows and moves together. In the end, there becomes a high boost in performance and morale. If the people of the company know that their hard work is going towards a greater common goal that is tangible and seen on a daily basis, the purpose becomes to perform their duty to the best of their ability and therefore driving the company towards new and greater heights.

This is not to say that every cultural standard is for everyone. When defining a clear standard, there will be those who simply do not fit with the work style. Our President often says, "If you don't like where we are going, get off the boat." This is not meant as an insult to employees worth or values, but simply as a statement that not everyone fits everywhere; and that is okay. Often, people will figure out whether the fit or not on their own and there begins an unhappiness for that individual if they stay where they are. If their workstyle or personality could be a better fit elsewhere, a decision needs to be made for the greater good of the individual and the company as a whole. In these situations, a company must recognize that in order to build a workplace with a ONE Team mentality, there needs to be a common focus.

When this core culture and identity becomes the foundation of every employee's actions, the performance and the numbers will follow; allowing for growth and greater opportunity.

# About Channel...

## FOUR DECADES OF LEADERSHIP

Channel Products invents and manufactures component systems and technologies designed to improve safety, ensure reliability, and enhance efficiency.

Best-known in the gas appliance industry for igniters, safety controls, assemblies, and accessories, we provide manufacturers worldwide with high-quality components and systems for a variety of industries.

We're also a sought-after supplier of ceramic materials, piezoelectric transducers, nebulizers, sensors, filters, and resonators.

There are many ways to lead. With 45 patents since 1972, we lead with experience, proven technology, and unparalleled customer service. Achieve your vision faster with components and systems from Channel Products.

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